BULLETIN FROM

The New York Office 404 East 55th Street, New York

Vol. III June 1, 1935 No. 11

Just a Reminder Regarding Symbols

The opening section of each bulletin covers the essential books for every book shop or book department, books for which there is a readymade market, either because of the author's reputation, the timeliness of the subject matter or the type of sales promotion planned. Occasionally, a dark horse of exceptional merit is included. Within this classification of MUST BOOKS, one star, two stars or three stars indicate the quality of the individual title and its relative position in the author's list.... Note particularly the little paragraph of "special mention" for dark horses of note and good money makers.....Then comes the section headed PROBLEMATICAL BOOKS - Fiction. The books are arranged in order of publication date. And the high spots are indicated by starring, again one, two or three. RECOMMENDED MYSTERIES, WESTERNS AND THRILLERS follow the fiction section. Note that it is a list of recommendations, hence the reports are simply for the purpose of placing the type of mystery or western.... PROBLEMATICAL BOOKS - Non-fiction follows the same system as the Fiction - order of publication dates, and starred titles for high spots. JUVENILES are covered seasonally. The June 15th issue will pick up the summer titles, and juvenile reports will be included through Children's Book Week, in order to cover the year's output. Watch for the Complete Check List of Juveniles of the Year in the October 1st issue, - a recapitulation of the titles reported from January on, with page references to the reports. This is particularly valuable to those of you who prefer to concentrate your juvenile buying, as it will save you from missing out on titles published earlier in the season....Supplementary material in each bulletin includes the check up on Changes in Publication Dates, Titles and Prices, and the Calendar of Publications in the weeks immediately following each issue.

MUST BOOKS

June 18

Wells, H. G. THE NEW AMERICA - THE NEW WORLD Macmillan

** Brief-provocative - good reading, this discussion of the hows and whys and wherefores of America's new pattern-in-the-making. But it is not only America that he presents, but Russia, Germany, Italy, France, England, and America's place in the scheme, if she only opens her eyes to the crying need of it. His comments on the figures in the limelight today, - President Roosevelt (and his comments on the change in his own impressions of the man during an interval of twelve months are enlightening), Huey Long, Father Coughlin, the Brain Trust,- and on the regimentation of industry and agricultural, make one keenly aware of the needs he so aptly brings to the fore. It is a challenge - and, in spite of certain inevitable gaps of rounded knowledge, searching and just in its criticism. At this particular moment it seems especially timely. $1.25

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July 1

Lewis, Sinclair SELECTED SHORT STORIES Doubleday, Doran

** First rate collection, which should roll up good summer sales and rentals. The Lewis touch is there throughout, and there's variety in type of story, in backgrounds that shift from Coast to Coast, to Europe and back. Some of the stories are told in the vernacular; the characters are for the most part, middle class. For the flavor of the volume, glance through The Ghost Patrol, Young Man Akelbrod, Speed, The Kidnapped Memorial, Let's Play King, Moths in the Arc Light. $2.50

July 18

Stong, Phil THE FARMER IN THE DELL Harcourt,Brace

* It's hard to know just where this fits in the Stong repertoire. He has transported his Iowa farmer to Hollywood, this time, thrust him into pictures by chance, and made a star of him overnight, leaving him torn between the excitement of the event and his uncertainty as to how his wife will take it. The story has a good sentimental pull, convincingly colorful sidelights on the picture world, and a romantic wind-up, that should appeal to rental library fans. Its slim Phil Stong, but should fit into the picture for effortless summer entertainment. $2.00

Special Mention

There's a collection of Stark Young's short stories which should go with many of his readers (Scribner); there's a sure fire item in Lincoln Schuster's Eyes on the World (Simon & Schuster), the most effective photographic book they have done; there's an important book for immediate and timely interest in Back to Work by Harold L. Ickes (Macmillan). And there are several dark horses on which I'd like to place a bet or so,- The Farm at Paranao by Laurence Kirk (Doubleday, Doran); Chance has a Whip by Raymond Holden (Scribner); and two trick books, The Circus of Dr. Lao by Charles G. Finney (Viking) and They Shoot Horses, Don't They? by Horace McCoy (Simon & Schuster). See below for reports on all these.

PROBLEMATICAL BOOKS - Fiction

6/25

Cronyn, George FORTUNE AND MEN'S EYES Covici,Friede

Not for the Fool of Venus market. Possibly, for the De Voto (We Accept with Pleasure) readers....The story of an American family unfolds before the eyes of a psychologist in his interviews with Bryson Peirce, one of three brothers in a family ridden by their prejudices, their heritage of inhibitions, their complexes. From the mid-west to New York; from the turn of the century to the present, the pattern grows and expands, interpreted by the psychologist, who holds all the threads. A serious novel, well done and thoughtful; a certain "snob" appeal in the psychological approach; a book men will particularly like. $2.50

July 1

Hedworth, Barbara HUSBAND TO ANNA Dutton

The study of a rapacious female through the results of her schemes on those involved — the picture of a likeable weakling and the three women in his life. A London marriage, founded on ambition rather than love, fails when the ambition is not

realized, and the wife turns against her husband in revenge. Rental library rather than sales appeal - but good entertainment at that. $2.00

July 5

Kirk, Laurence THE FARM AT PARANAO Doubleday,Doran

** Rattling good story - with a bit of everything - and an amazingly human heroine. First rate for summer reading; super rental library appeal. Quiet, but at the same time amusing, entertaining, and winds up with a corking scene of suspense. English Fanny escapes the ultra-refinement of her mother to marry a Scotchman she had picked up in Rio de Janeiro on a cruise. He waits until they are bound for his farm before he breaks the news of his profession. How Fanny meets the situation - how she wins through the antagonism of his staff - and how the strain brings its all-too-human let-down makes good reading. $2.00

Bialk, Elisa ON WHAT STRANGE STUFF Doubleday,Doran

A readable tale, in the Manhattan Transfer vein, but without its sordidness. Shifting, kaleidoscopic picture of unrelated lives, which touch rarely and casually. Chicago the background for the story of ambitious, self-made Yorke, desperate Peter, ruthless Dossinger, weak James, successful Adler, vulgar Gracie - the one common bond, their youth. Rental library appeal. $2.50

July 11

Orczy, Baroness THE UNCROWNED KING Putnam

French historical romance, concerning the ever-romantic figure of the Lost Dauphin. This purports to be the true story of Louis XVII, and of his wife's fight for the throne of their son, known to royalist adherents as Louis XIX. Political intrigue, romance in the splendid manner, good entertainment which Baroness Orczy is an adept at supplying. $2.00

July 15

Gardner, Anne ALL THAT GLITTERS Hopkins

Rental library appeal - and to the feminine side of the picture. The story of midwestern Jerry, of her gilded marriage, from the heights of the boom days to the bottom of the slump, of her facing the incompetence of her husband and winning through to real love and a worthwhile life. $2.00

Hauck, Louise Platt THE CRYSTAL TREE Penn

* Good bet for light summer reading - will appeal to the conservative romanticist. A story of likeable youngsters, and of the efforts of loyal, hard-working Quail to keep the balance in a household composed of four young people and a diet-loving chaperon. True love is almost wrecked by self-centered Mabel - but it all comes out right, and makes pleasant reading. $2.00

Kassil, L. The Land of SHVAMBRANIA Viking

An elusive sort of semi-fantasy semi-realism that doesn't quite come off. Stir Kenneth Grahame and Algernon Blackwood into a realistic setting of Russia in

the throes of revolution and see what you make of it. Difficult, I grant. This is the story of two small boys who live in a dream world where the fact that they are Jews is of no moment. A very militaristic world it was, with constant warfare, and perfectly trained soldiery, so that when revolution came to their village, it took its place quite naturally. They had evolved an idealistic system of government, too, so were quite prepared for the drastic changes in their school life which the introduction of communism under the Soviet brought them. This book might just catch the interest of some customer who likes out of the ordinary things in a fanciful vein, but it is obscure and not easy reading for the average customer. $2.00

~~Mid July~~ Early September

Holden, Raymond CHANCE HAS A WHIP 9-17 Scribner

* Psychological novel whose interest lies in the very convincing unfolding of the psychology of a man who is hampered from facing life as reality by his immaturity - his unwillingness to face emotional problems - his escape mechanism - his desire to sustain an image of himself before his friends, his fellow workers, himself. Even his love affair is not quite definite enough to bring him up sharp, and he evades issues again. There's an abortion scene (full details) - and the aftermath almost swings him into line, but parental compunctions brought into the foreground by encountering his young daughter on board ship, with unfortunate consequences, make his complexes even more confusing to him. Eventually, his wife divorces him and he marries Leda and - just as chances for happiness seem over the crest of the hill - "chance has a whip" and the unforeseen contingency brings its own punishment. Up to the end, which is a bit sensational, the story is first and foremost of interest to those who like skilful handling of psychological problems. And of these there are a growing number. $2.50

Young, Stark FELICIANA 7/26 Scribner

* One could scarcely characterize this as a collection of "stories" - but rather as a picture gallery of characters of the Old South, since the Civil War. Men and women, delicate portraits these; negroes, poor whites. The backgrounds shift from Mississippi and Louisiana, which share the flavor of So Red the Rose, to the more virile atmosphere of Texas. Sketches of character and place, impressionistic bits, some very beautiful bits of writing - and over it all an aura of romance and glamour. Cousin Micajah and Parlange would, perhaps, give you the "feel" of the stories, and help place the book for your customers. $2.50

McCoy, Horace THEY SHOOT HORSES, DON'T THEY? 9/25 Simon & Schuster

* A rather morbidly fascinating book, extremely well done, and set in a unique frame. Flashback over the events leading up to a killing, as the youth who killed the girl hears the judge pronouncing sentence of death. Not a pleasant book, nor designed for squeamish stomachs - but it is unusual enough to stand a chance of getting a break. (Though, frankly, why anyone should want to wade thru the mire of a dance marathon with all its attendant vices and weaknesses, its obvious seaminess, its pathos and abortive humor - it is hard to understand). In any case, have a look at it before selling it indiscriminately. Watch it. $2.00

July 17

Deutsch, Hermann B. THE WEDGE Stokes

* The growing interest in Mexico may set the pace for this novel of Mexico in the throes of successive revolutions. The background is the same period as that

of Tempest Over Mexico by Rosa King (Little, Brown, July 8th publication - see last bulletin, page 158). But this is definitely fiction, in the story of a nine year old who tries to prove his manhood by running away from home, and falling into the arms of the rebel army, just as revolution breaks the placid backwater of the long Diaz regime. Success comes and goes, army succeeds army, the sleepy little Mexican villages are plundered by first one group, then another. There is much of humor and some pathos in Desiderio's escapades. I particularly enjoyed the episode of his securing some household linen for his mother, only to have to suffer mortification of returning it. Throughout the story runs the thread of his growing love for art, inherited from his sculptor father, and this eventually carries him over the border to El Paso, then New Orleans, away from the girl he thought he loved, and who had betrayed him. The story is thinly spun but rather fascinating, in its color and atmosphere and the picture of an unknown and very real Mexico. Romance is secondary to the building of background and the study of the boy and youth. Sell on the Mexican appeal - and to those who like an unusual type of story. $2.50

July 17

Finney, Charles G. THE CIRCUS OF DR. LAO Viking

* This will either be a trick success - or it will be a complete flop. I'm frankly guessing - but if I were buying, I'd go slow, try it on the staff, pick a few customers who combine a curiosity about new metiers, a sense of humor, not too rigid a code of morality, and send them the book on trial. It's crazy - but I liked it. It's astoundingly learned - but not annoyingly so. The old Chinaman who speaks perfect English, when he wants to, who has the showman's jargon with a twist all his own, and an underlying and profound knowledge of human psychology, is a unique character. And - just as the absurd circus parade piqued the curiosity of the townsfolk, so page after page, the story piques the curiosity of the reader. Don't pass it up - it is not negligible - and some of your people will get a kick out of it. Snob appeal may start the ball rolling. Meantime, get some fun out of reading it! $2.00

July 19

Griffiths, Alan STRANGE NEWS FROM HEAVEN Doubleday, Doran

Fantasy - some humor - not for the too too orthodox, this tale of a clergyman who dies during the evening service, and goes to heaven, where he is electrified at the state of affairs, and then, just as he is getting things organized, he comes back to life, to spread consternation through England with his revelations. $2.00

Hardy, J. L. EVERYTHING IS THUNDER Doubleday, Doran

A rather strange story of an English officer taken prisoner and put into a German Concentration Camp during the war. Ridden by the conviction that he is a coward, he determines to prove to himself that he is not, escapes, kills a guard, gets to Berlin in safety, and is there shielded by a German prostitute, with whom he falls in love. Together, they get to the Dutch frontier, and - at the moment of freedom - are trapped, and the girl is killed as she forces him to safety. The love story has a certain poignancy and human simplicity - the psychological study of the man's regeneration is not wholly convincing. $2.00

July 22

Street, A. G. THE ENDLESS FURROW Dutton

A slow-paced novel of the English countryside, but a book that seeps into the consciousness pleasantly, and that gives one the very sound and scent and feel

of the soil, even before the hero, in whose mind was always the urge to get back to the farm, emerges from the long upward pull through the marts of trade. There is the same sort of appeal that Sheila Kaye-Smith's earlier books had - the story is a "success story" with a new twist; but the interest is primarily in the details of the building of a career against odds, of the gradual breaking down of certain class distinctions, of the molding of the man himself. A book for a conservative market - but one that those customers will enjoy immensely. $2.50

July 26

Collison, Wilson THE SECOND MRS. LYNTON Kendall & Sharp

It's a moving picture sort of plot, but perfectly passable entertainment, a step above the subway straphanger's delight. Up from the New York slums, assistant district attorney goes about clearing the name of the woman he loves to the confounding of her jealous husband and his own happiness. $2.00

August 3

Hale, Agnes Burke SO WISE SO YOUNG Minton,Balch

A modern story which can be sold to conservatives and should make a good bet for circulating libraries. The current younger generation in revolt, in the story of a daughter of a self-made father and a socially ambitious mother. Against her parents' tyrannies, she keeps her own life free of the trammels of new wealth, of her mother's plans for her marriage, of the crack-up of her father's schemes. $2.00

RECOMMENDED MYSTERIES AND WESTERNS

July 8

Connington, J. J. THE TAU CROSS MYSTERY Little, Brown

There's a Connington market - though this isn't up to his best. English background - Scotland Yard - succession of suspects in the murder of an unknown in an unoccupied flat, with spilled paint, a blood soaked handkerchief and a Tau cross in the paint as the only clues. $2.00

July 17

Walling, R. A. J. THE CORPSE IN THE COPPICE Morrow

First rate mystery, with plenty of excitement, unexpected incidents and unusual twists in the unravelling of the events cloaking the death of Pitt. Mr. Tolefree and Scotland Yard to the rescue. $2.00

Crofts, Freeman Wills CRIME AT NORNES Dodd, Mead

Robbery and murder following on the directors' meeting of a large jewelry firm. French of Scotland Yard suspects two of the directors, changes his opinion, and step by step builds up his case. Good story, logically developed. $2.00

July 19

March, Maxwell ROGUE'S HOLIDAY Doubleday, Doran

An ace high mystery, with unexpected situations and new methods used by old rogues. A crook tries by various means to get hold of his ward's legacy; two murders and a kidnapping follow; the girl's father, incognito, and Scotland Yard join forces to save the day.

Russell, Charlotte Murray MURDER AT THE OLD STONE HOUSE Doubleday,Doran

The clan gathers for the annual birthday celebration, and it ends in tragedy with the murder of old Mrs. Stone. Her niece tells the story and helps the investigator in unravelling the mystery, and revealing the fact that the old dame was virtually blackmailing every member of the family. $2.00

PROBLEMATICAL BOOKS - Non Fiction

June 5

The Unofficial Observer AMERICAN MESSIAHS Simon & Schuster

Profiles of Long, Johnson, Coughlin, Townsend, Sinclair, La Guardia, La Follette, Olson, Reno, Graves, Wheeler, Talmadge and lesser lights. Forerunners of American Fascism will have taken some of the cream off the market, but for concise descriptions of the men, their characters, aims and principles, this book is the better of the two. There's the same cryptic, half humorous, half serious method of etching his lines sharply that characterized The New Dealers, and the book is good reading and challenging at the same time. Not a book for a long haul, but the sudden right about face of the Washington situation makes it particularly timely and it should be easy selling and easy renting. $2.00

June 10

Bynner, Witter GUEST BOOK. Knopf

Nothing of great moment here, but mildly amusing, satiric verses taking off one's fellow man and woman. There's a barb in each verse - and yet enough good humor to temper the sting. Certainly not a book for the serious student of poetry, but a week-end gift book for the hostess with a sense of humor. $1.50

June 13
Announcing

Barnes, Harry Elmer THE HISTORY OF WESTERN CIVILIZATION Harcourt, Brace

Nothing available of the actual text of this important book, but a few facts about it and the place it will almost surely take should help in placing it for bookshop distribution. Harry Elmer Barnes, lecturer on the History of Civilization at the New School for Social Research in New York City, is outstanding as an advocate of the so-called "new history", he teaches - and practises - the handling of historical materials, as a record of man's development. He states that in this major work, he gives proper perspective to the political, legal, military and diplomatic elements in human achievement, from their institutional rather than personal import. And he aims to make the bearing of the past on the present important throughout. The scope of the work is tremendous, bringing the reader up to the social and economic crisis of today. Two volumes. Good value. $10.00

June 14

McGovern, Artie THE SECRET OF KEEPING FIT Simon & Schuster

A straightforward, unpretentious statement of the principles which Mr. McGovern follows in his gymnasium. No fads about diet; no short cuts to reducing; no coddling of hypochondriacs. He touches superficially on the background of his present work, on his theories as to diet, exercise, rest, healthful living; as to the part exercise should play as corrective, curative, preventative. The last third of the book consists of specific instructions as to his series of exercises, with graphic pictures illustrating each exercise. For Mr. Average Man. $2.00

Schuster, M. Lincoln EYES ON THE WORLD 6/28/35 Simon & Schuster

** A brilliantly planned and executed photographic record of the year 1934, and the first part of 1935. An enormous amount of research and sifting and viewing with a dispassionate eye material that might - or might not - prove of real significance, has gone into this book, and the result, both artistically and through the underlying revelation of forces at work, is evident to any thoughtful observer. A summary of the headings gives some idea how this differs from the usual photographic record. The Front Page of 1934-1935; The New Deal at the Cross Roads; The Race Between Recovery and Inflation; The Race Between Intelligence and Catastrophe; People on Parade; Main Currents of Our Time; Man, Proud Man. $3.75

June 25

Ickes, Harold L. BACK TO WORK - The Story of P W A Macmillan

* The history of the background, personnel, development, and the first steps of achievement of the Public Works Administration. Through it, the citizen gets an idea of the terrific problems and the stumbling blocks which had to be encountered and overcome before the work got under way; of the personalities behind the job; of the intricate organization, the ironing out of mistakes, the hopes for the future. One sees the work as a vast picture, not in isolated units, and the author defends the aspects of the work that have been under special fire, showing why they are undertaken, what the public responsibility is, and how the whole is related to the problems of the balanced budget, now and in the future. There is no attempt to make this anything but a graphic, straightforward account of the job - but there is a certain ease of expression and presentation that makes it good reading. An important book for everyone interested directly or indirectly. $2.50

July 1

Van Doren, Carl, editor AN ANTHOLOGY OF WORLD PROSE Reynal & Hitchcock

An important book for the home library, an essential for public libraries and college and high school libraries. An anthology which consists not of the stereotyped classic writers of English prose, but the prose of all nations, where available in good English translations, such prose as lives up to the editor's acid test - "that its matter should be alive". Chinese, Japanese, Sanscrit, Arabian, Persian, Hebrew, Egyptian, Greek, Latin, Italian, Spanish, French, German, Scandinavian, Russian, English, Irish, American - sources and translations were tapped, and yielded up rich harvest. Not a book for quick over-the-counter sales, but a book for stock and the long haul. $3.50

July 8

Groves, Ernest R. UNDERSTANDING YOURSELF Greenberg

Common-sense book for the average man, who is more interested in knowing about his inner workings, physiological and psychological, and their interrelation, than about his subsconscious meanderings and sex complexes. Differs from the usual book of this kind in going back to basic physiological matters, and carrying through, on both planes, to the marriage relation and adjustments. A self-help book through self-knowledge rather than through inspirational patter. $2.50

July 10

Cannon, Alexander POWERS THAT BE Dutton

The Invisible Influence created - in England - a demand for a course of lectures, carrying on the subject in somewhat more concrete form. This book is a compilation of thoselectures, and goes quite specifically into such matters as Oriental and Occidental Hypnotism, how induced and how used; Telepathy; Faith Healing; Black Magic; The Science of the Mind. There is a good deal of "case history" in anecdotal material and factual evidence of Dr. Cannon's own experiments in things of the spirit. For those interested in esoteric philosophy, in spiritualism, in forces of nature outside the material, this book should find a market. $1.50

July 11

Walter, Ahto & Olsen, Tom RACING THE SEAS Farrar & Rinehart

Newspapers carried news stories of this Estonian youth and his 27-foot boat, touching these shores after Atlantic voyages. Now here is his story - from his boyhood and youth spent on masted vessels, to the ownership of his own boat and his endless craving for the open sea and distant ports. Good human interest material, but of primary interest to those who love sailing and the sea. Should have a plus sale for older boys. Good fun reading - but not an essential book. $2.50

July 15

Maeterlinck, Maurice THE SUPREME LAW Dutton

An extraordinarily simple and beautiful presentation of the developments of Science, which makes it good reading even for the uninitiate, not because it presents the ABC's of Relativity and the Quantum Theory and the like, but because it gives the reader a sense of fitting into a scheme of the universe, of understanding the fringe of what it means, of accepting the infinite as a term that needs no concrete definition. There is controversial matter here in his approach to the complete acceptance of the theory of Relativity as a substitute for Newton and his ilk. Not a book for the budding scientist who wants to start from scratch, but a book with an inspirational character which is more than the first rungs of scientific finds and elucidations. A limited audience, but an appreciative one. $2.00

July 17

d'Ydewalle, Charles ALBERT AND THE BELGIANS Morrow

An interesting contribution to the literature of the war period - for this is more than a biography of the king of the Belgians, it is a graphically told history

of the tense period preceding the Great War, during and after it, written by a journalist equipped to observe and comment, and himself an eye witness. Under his hands the character of Albert comes to life, - silent, pessimistic, morbidly sensitive, indifferent to praise, a brave personal leader, of iron will, clear judgment, quick decision. His upbringing was sketchy - there was no thought of his reaching the throne. He loved his people and knew them intimately; he consulted the leaders of the three parties, and had decided sympathy for the Socialistic point of view. A very human person. In his marriage and home life he was singularly fortunate. Interesting sidelights on notable personages of the time. The style of the book is informal, sometimes brusque, but it reads easily and absorbingly. $3.00

July 18

Moore, Olive THE APPLE IS BITTEN AGAIN Dutton

There's a bit of the Trivia school - more than a suggestion of Dorothy Parker, in these jottings. Biting, amusing, cynical - and definitely high hat. Their market is the reader of light and random essays - limited. $2.00

~~July 19~~ 8/23

Staley, Eugene WAR AND THE PRIVATE INVESTOR Doubleday, Doran

An important book for business libraries and reference shelves in banking and brokerage offices. Certainly not a book for light reading, even by the man interested in international finance. This is a pretty thorough history of the trend and development of private investments in foreign lands, of its part in creating and sustaining wars, of its part in diplomacy, of the relation of governments to private investors, of the chief examples the world over. There is no section into which the problems of the private investor in foreign business and industry has not gone. Well documented - illustrated with charts and graphs. Foreword - Quincy Wright Introduction - Arthur Salter. ~~$3.50~~ 4.50

~~July 20~~ August 1

Basler, Roy P. THE LINCOLN LEGEND Houghton, Mifflin

Here's a book that had to be done, and the tremendous task, as carried out by Mr. Basler, is admirably performed. He has carried out an exhaustive and meticulous searching into the sources of "the Lincoln legend" - contemporary material, poetry, fiction, history, biography, primary sources, records, the memories of individuals - every possible angle - to weigh the evidence, to present this bit of information on one side, that on the other. He has included much that is unfamiliar to the average reader, and that adds materially to a rounded knowledge of Lincoln. He does not attempt, except in rare instances, to make a definite and final decision. He simply shows how the "legend" has grown, and through so doing makes his own contribution and mead of praise. A book every collector of Lincoln data will have to own, and that every public and school library should have available.

$3.50

Note These Changes in Publication Dates

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Rylee, Robert	DEEP DARK RIVER (Farrar & Rinehart) from 7/29 to 6/26 (Book of Month for July - F. & R.'s "anniversary title")	104
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June 5	Unofficial Observer - AMERICAN MESSIAHS (Simon & Schuster)	166
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NOTE

Since April 15th we have reported to date sixty-seven June and July titles, but this June 1st issue, which consists wholly of late June and July titles, officially opens the "Fall season". Therefore, with this issue is mailed the new set of key index sheets, for all subscribers who have been using the service four months or more. Keep your May issues in the folder, until the publication dates are past for titles reported therein. And - for your own sake in getting full use out of the service, keep your key index sheets up to date. The transferring of the titles can be done in any way that is easiest for you. We find that typing them on to the key index sheets takes only about ten minutes twice a month, and is more satisfactory than cutting and pasting, or than writing by hand.